

L5M Development

Optima V3 | Magazine | Inventory Analysis

- **Status**
 - Testing PRO
- **Notes**
 - **L5M DEV Status**
 - Successfully ran report using Kraft (L5M DEV)
 - Match readership with [MRI Report](#)
 - B72 Status**
 - Successfully ran report using Kraft (PRO)
 - Costs, Units, TRPs

Optima V3 | Radio | Inventory

- **Status**
 - Testing PRO
- **Notes**
 - **L5M_DEV Status**
 - Successfully ran using Kraft
 - TRPs available for 2008 Q2
 - B72 Status**
 - Successfully ran using Kraft
 - TRPs available for 2008 Q2
 - Issues**
 - Excel needs header/footer info

Optima V3 | TV Allocation | MBAA

- **Status**
 - Stable
- **Notes**
 - **B72 Status**
 - Successfully tested Wyeth DDS, MDL

Optima V3 | TV Allocation | Post Analysis

- **Status**
 - Stable
- **Notes**

- **B72 Status**

- Successfully tested Wyeth DDS, MDL
- Compared \$000, Units, TRPs with TV Allocation - MBAA, TV Allocation - Post Reach AMT

Optima V3 | TV Allocation | Trace

- **Status**
 - Testing PRO

Optima V3 | TV Allocation | AMT Allocation

- **Status**
 - Stable
 - **Notes**
 - **B72 Status**
 - Successfully tested Wyeth DDS, MDL
- Issues**
- Working on improving speed of AMT Viewing retrieval

Optima V3 | TV Allocation | Inventory SS

- **Status**
 - Testing PRO
 - **Notes**
 - **L5M DEV Status**
 - National Viewing only available for Nestle. This is due to a lack of data in `PRO_<source>.P_<gid>_<cid>_RATING_EST` table for other Clients.
- Issues**
- Use `PACKAGE_CODE` not `PACKAGE_NAME`
 - 'SS' Usage

Optima V3 | TV Allocation | Allocation Summary

- **Status**
 - Testing PRO

Optima V3 | TV Allocation | Post Reach AMT

- **Status**
 - Stable
- **Notes**

- **B72 Status**

- Successfully tested using Wyeth DDS & MDL
- Compared \$000, TRP with Inventory - Post Analysis, TV Allocation - Auto-Allocation, TV Allocation - Post Analysis

Issues

- Working on improving speed of AMT Viewing retrieval

Optima V3 | Inventory | Post Analysis

- **Status**

- Stable

- **Notes**

- **B72 Status**

- Successfully tested Wyeth DDS, MDL
- Compared \$000, Units, TRP with TV Allocation - Post Reach AMT